

Approved
Minutes of Meeting
California Health Policy and Data Advisory Commission
August 17, 2001

Chairman Clark Kerr called the meeting to order at 10:10 a.m. at the Holiday Inn at the Oakland International Airport.

Present:

Maurice Alfaro, M.D.
M. Bishop Bastien
Vito Genna
Howard L. Harris, Ph.D.
Marvin Karno, M.D.
Clark E. Kerr
A. Peter Kezirian, Esq.
Hugo Morris
Jerry Royer, M.D., M.B.A.
Corinne Sanchez, Esq.

Absent:

Janet Greenfield, R.N.
Thomas McCaffrey

Staff Present: Jacquelyn Paige and Janna Brady, CHPDAC; David M. Carlisle, M.D., Ph.D., Director, OSHPD; Bud Lee, Chief Deputy Director, OSHPD; John Roskopf, Legal Counsel, OSHPD; Pilar Onate, Assistant Director, Legislative Affairs, OSHPD; Diane Dargan and Cathy Pinkston, Healthcare Information Resource Center, OSHPD; Joe Parker, Health Care Quality & Analysis Division, OSHPD.

Approval of Minutes: The minutes of the June 15, 2001 meeting were approved.

Chairman's Report: A meeting of the Committee to Advance Patient Safety, Privacy and Care was held on June 19 in Oakland. Clifton Louie, the Associate Dean of the School of Pharmacy at UCSF gave a presentation, with discussion about a central service in California that could act as 24-hour pharmacy advice. UCSF, or a similar organization with a school of pharmacy, could do that. There are five pharmacy schools in the state. Funding would be a problem. New York University has a system whereby the school of Pharmacy provides a regional service to hospitals.

Appeals Committee: The Appeals Committee met on August 1 to hear an appeal for three penalties assessed for late submission of disclosure and quarterly reports, totaling \$81,400. Two appeals were heard on August 8 for penalties of \$2,700 and \$2,000 for late submission. Committee recommendations will be forwarded to the director of OSHPD for consideration.

OSHPD Report: The Coronary Artery Bypass Graft outcomes report, a collaboration with OSHPD and the Pacific Business Group on Health, has been released. California is only one of four states that produces outcomes reports for this surgical procedure. The other states are Pennsylvania, New York and New Jersey.

Loel Solomon, Ph.D., has joined the Health Care Quality & Analysis Division. Dr. Solomon is currently working on a contractual basis, and is developing a strategic plan for the California Hospital Outcomes Project to be submitted to the Technical Advisory Committee on September 24.

Kendra Conzen, former student assistant intern with the commission, is working in the Director's Office on policy issues. She recently represented the Director and gave a presentation at the recent National Academy for State Health Policy meeting held on August 12-14 in North Carolina.

Joan Mock, Executive Assistant in the Director's Office, has been appointed to the position of Staff Services Analyst for the Committee for Protection of Human Subjects.

The appointment of a Deputy Director for Health Care Workforce and Community Development Division will soon be announced.

A meeting of the Subcommittee on Quantifying Charity Care, Attorney General's Task Force was held. John Roskopf has led the effort on behalf of the Office to develop a report representing the viewpoints of stakeholders on charity care. It is thought the report will be used as a basis for the Attorney General's future policy and form the work of OSHPD's community benefits committee. Commissioner Morris requested that the report be circulated to Commissioners, for discussion at the next Commission meeting.

OSHPD's Los Angeles office soon will be moving to a new location.

Legislative Update: Pilar Onate, Assistant Director, Legislative Affairs, presented a legislative update. (See attachment.)

Presentation by OSHPD Marketing Consultants: Diane Dargan, Healthcare Information Resource Center, introduced the marketing consultant to analyze the current market of users of OSHPD data in response to the focus on public information and dissemination.

Bob Castaneda of e21corp and Karen Strickland, a subcontractor of e21, presented to the commission. The contractors are looking at OSHPD's existing health care information data products and services, talking to current users of data (consumers, labor and other groups with interest in the data when looking at healthcare quality, access and cost) to determine satisfaction levels with existing products, and identification of potential new users for the data. The contractors are also talking to other State agencies such as the Health and Human Services Agency, Department of Health Services, Department of Managed Health Care, and the State Legislature. Most user groups have been very willing to sit down and meet with the consultants.

The consultants will provide feedback to OSHPD, and the commission, with some specific recommendations. Consultants are also looking at what other states are doing. Florida has a separate website that looks like a non-governmental site.

A strategic marketing plan will be developed, with ideas about implementation of recommendations or infrastructure, along with further education and outreach campaigns. Once feedback is obtained, the next few weeks will be spent scheduling focus groups throughout the state. Analysis will be done and a draft report will be submitted to the office by late October, with a final product submitted in late November.

Commissioner Morris requested a list of persons and organizations to be contacted by the contractors. He also suggested that the contractors review some publications of the former California Health Facilities Commission.

Jacquie Paige urged commissioners to submit comments through Diane Dargan at OSHPD.

Discussion of Public Information: Discussion to reconstitute the Public Information and Health Economics Committees was requested by Commissioner Morris. Dr. Carlisle said OSHPD's motivation is to establish an information conduit through the Office to make the public information more useful and user friendly, and to determine if there is other information of value to the public that the Office should consider producing.

OSHPD has had a strenuous review of candidates to run the Public Information Office. The person selected has received an accommodation for 25 years of public service and public representation. The selection is awaiting Governor's approval.

Hugo Morris made a **motion** to reconstitute a public information committee composed of commissioners and outsider persons involved in communication activities.

Commissioner Harris said when the members of the Health Data and Public Information Committee initially were told of plans to create a Public Information Committee, some members of the HDPIC requested to be part of the PIC, which was comprised of representatives from the media. This committee was to meet for a limited period of time. The task was approached with an end product in mind to inform the Commission how best to take data and turn it into information for public consumption. There were several well-attended meetings, which resulted in recommendations to the Commission. The PIC was asked to address how the Committee should continue to function. Some members had obligations to their employer to serve for only one year, but there were others who did not have this obligation. All members voted, and the PIC was sunsetted with the understanding that representation of the public information segment would continue under HDPIC. Certain members of the media were asked to serve additional time under HDPIC, where the meeting discussion would be divided into technical and public information segments.

How can the Commission be most useful to OSHPD? Would it be helpful to set up a new committee, a limited-term committee, focus groups, etc.? Work force issues are a big concern to OSHPD, and a committee for this may be set up. Where are the Commission's priorities?

Dr. Carlisle said the Office is very interested in receiving all the necessary input about how OSHPD can raise its profile and give information to the public and the media. The public affairs officer will strengthen the relationship with the media. OSHPD does not have strong contacts in that area

Dr. Fine said that since the consulting group has the knowledge, interest and capability to do what the former committee was doing, and the fact that OSHPD is hiring a full-time professional who will know the mission of OSHPD and the Commission, that a decision should be made after recommendations are made by the consultants, e21corp. There was consensus on this suggestion. Discussion of this will be an agenda item for the December Commission meeting.

Commissioner Morris said in consideration of the presentation by e21corp and the fact that a public information officer will be hired, he would **withdraw** his **motion** and receive the report, and suggested that a meeting of the sunsetted committee be held to discuss this matter, and reach a conclusion about whether to have a separate committee.

It was agreed that Commission staff would supply OSHPD with copies of the minutes and PIC contact information, to be given to the consultants.

Ethics Training: All Commissioners are required to have ethics training biennially. John Roskopf, Chief Legal Counsel, showed a video, which fulfilled the requirement for Commissioners, except for those Commissioners who were absent (Janet Greenfield and Tom McCaffrey), who will need to complete the training by December.

Adjournment: The meeting adjourned at 2:50 p.m.